

ESO 297

DISPLAY MERCHANDISING

BY

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Retailing in this century has been one of evolutionary and at times almost revolutionary change; revolutionary if one considers the impact of customer self-service on retailing. Today's retail establishment is a far cry physically and operationally from the retail establishment of the early 1900's. Merchandising procedures, store design, physical properties inside and out, lighting, decor and equipment--all have been affected.

The main objective has been to achieve a streamlined, efficient selling center--a wholly satisfying place where the customer finds it easy and convenient to fill his or her needs from arrays of merchandise appealingly displayed in ideal surroundings.

Today's modern store depends heavily upon selling display. Customers are brought into the store by advertising and other promotional devices. Once inside the store, the customer is met by an artful display of merchandise that reaches out and attracts her attention.

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Display Selling

Customer is more knowledgeable

Customer is more highly educated

More preselling by manufacturer and retailer

Buying burden has been largely transferred to the customer who enjoys that privilege

Efforts of salesperson can be directed specifically to those items requiring selling service

Result--lessened selling costs

The appeal of modern merchandising depends upon presenting the customer--literally confronting her at every turn--with desirable and highly tempting merchandise.

To be most effective, self - service selling must be supported by:

Effective floor arrangements

Correct fixturing

Suitable floor surfaces

Harmonizing decor

Sufficient illumination

Effective Floor Arrangement:

Inviting entrance

Simple to get to desired merchandise

Wide enough aisles for easy access

Do not impede customer with an excess of aisle displays
to create confusion

Placement of departments with demand merchandise to draw
customers by merchandise to create and stimulate impulse
sales

Correct Fixturing:

Display pieces are now efficient selling aids designed to
emphasize merchandise rather than the equipment

Purpose is to hold merchandise in quantity and to display
it attractively for customers' notice, inspection, and
subsequent purchase

Step-up or receding shelf display piece effective and popular (gondola)

Handle large quantities of merchandise given "selling role"

Keep display equipment low enough to give comprehensive view
of store--helps both customers and management

Floor Covering:

Suitable for situation

Harmonizing Decor:

Charm is a part of today's store

Gives display the assistance of an eye-pleasing decor

Bright, clean, well-lighted store welcomes customers

Sufficient Illumination:

Lighting enhances display

Light sells

Principles of Interior Display

Two Objectives:

1. To increase and direct customer traffic in store.
2. To increase sales, not only of displayed items, but others as well.

Using Displays to Increase and Control Customer Circulation:

1. Overall Arrangement

If store is self-service, requires open display and heavy traffic flow.

Usually place demand items toward rear.

Can lead customers to particular points in store by arrangement of aisles and placement of displays.

Some Ways for Increasing and Directing Traffic in Store:

- (a) Ample width aisles and circulation space to invite free movement about store .
- (b) Identify the departments--by banners, signs--to permit easy customer location of departments .
- (c) Maintain point-to-point visibility throughout the store--keep front and center displays low .
- (d) Locate "demand" items to facilitate circulation and convenience .
- (e) Eliminate excessive floor fixtures and streamline the arrangement of cases, counters, tables, island displays, and other special displays .
- (f) Display merchandise openly, to invite inspection and examination and use self-service wherever desirable .
- (g) Departmentalize--promotes sale of high-margin commodities--more efficient flow of traffic and improves customer satisfaction .

2. Points of Concentration

Points ideal for special displays of featured merchandise--points where customers must pass or will congregate.

- (a) Front portion is most valuable, sales-wise. Place daily, weekly, or seasonal specials, excess stock or other goods for special attention where customers will locate them easily upon entering.
- (b) Items of heavy demand or special value merchandise will sell without urging and may be placed toward the rear of the store.
- (c) Areas around the cash registers or check-out counter, are top merchandising spots where displays can serve as reminders to customers or as promoters of impulse items. Some items sell best when displayed in a certain part of the store. Shift displays and check.

Using Displays to Boost Sales:

The real job of store displays in increasing sales per customer is to sell additional items of both demand and impulse merchandise. Displays must be in keeping with the character of the store's merchandise, service, and customers.

Making Displays Attractive--Depends upon nature of merchandise displayed

1. Make display arouse interest--seasonable, action, etc.
2. Use display cards or POP suggesting uses or why customer should buy--price, etc.
3. Dramatize merchandise by unusual or spectacular displays, lighting, color, materials, shape, etc.
4. Keep only merchandise that is fresh and in good condition. Keep displays, accessories and fixtures clean.
5. Make certain that informative or decorative cards are legible and in keeping with product.
6. If featuring price use bold large figures.
7. Change display frequently so customers will find your merchandise new and exciting--occasionally combine fixtures to gain variety in shape and appearance of special displays.
8. Utilize advertisements clipped from newspapers or magazines as tie-in with merchandise display.
9. Use manufacturers' selling aids especially when they will lead to novel or striking treatment.
10. Arrange overall illumination to enhance merchandise displays.

Impulse Buying and Interior Display

1. Make merchandise visible
2. Make it accessible
3. Make it attractive

Purposes of Display

You had better understand what you are trying to do before you do it--aim for:

1. Locate goods for best visibility--cards, prices & other printed matter with display need to be readable as well as visible
2. Show and locate goods for best saleability--show attractively and within "feeling" distance of customer
attractiveness
easy identification
"feeling" distance

Where to Put Displays

Angle displays to store traffic

Put at eye level

Put in "hot" location

inside of front door
right of front door
end of right aisle

ends of cross-aisles
opposite service counter
in center of regular displays--shelf extenders
at check-out counter or cash register (one of the best "hot" spots)

What to Display

Display good sellers--display goods with proven customer appeal throughout the store.

Best sellers to rear
Good sellers and high margin impulse items to front

Tie-in displays with window display

Feature goods advertised locally or nationally

How to Display

Keep massed displays filled up

Put assortments together--by items or price

Use price cards liberally

Display products in "use" arrangements

Group items logically

Don't build displays too perfectly

Watch out for overuse of banners, pennant, streamers--don't let the store get a junky look

Manufacturer POP Materials

Should help to sell merchandise by displaying it attractively

Should be functional

Should serve as handy dispensers of item being advertised

Should be easy to assemble if not pre-assembled

Display should be clever, different, unusual

Display should be movable

Display should be the right size for your store

Talking Signs

Talking signs create new demand, stimulate impulse buying, introduce or identify a product, describe its best features or give directions.

How Often Should You Change Displays

Depends upon item on display, kind of store, kind of display and volume of store traffic.

Price Marking--Packaging--Pilferage

Price-marking -- plainly and properly

Packaging--increases customer acceptance when well done

Basic requisites:

1. Attract
2. Reveal
3. Protect
4. Explain
5. Sell
6. Be easy to handle
7. Reduce pilferage